



# ZÓCALO

ARTIST-IN-RESIDENCY



## APPLICATION GUIDELINES





# PROGRAM OVERVIEW

## ABOUT ZAIR

Zócalo Artist-in-Residency program is a fully funded, urban artist residency located on the residential campus of Zócalo Apartments in the Spring Branch area of Houston, Texas. Established in 2019, ZAIR is a community-immersive residency which strives to strengthen the connection between people and the living spaces they share through the power of art and creativity. By providing artists with stable housing and other forms of support, the program provides opportunities for artists to develop and explore community-engaged art practices while providing artists with dedicated time, space, and the financial leverage to create new work in a supportive environment of open inquiry.

Each season a single one-year and two six-month residency positions are available for emerging to established US based artists and artist teams. Applicants chosen by a rotating selection panel of local artists, curators, and arts administrators are granted fully-funded housing in a private apartment studio, a \$250 monthly working stipend, need-based project funding, and hands-on support from our full-time residency Program Director.

## MISSION/VISION

Our vision is to imbue Zócalo Apartments with “a sense of place” by creating an environment where art is part of the everyday life of the community at Zócalo.

Our mission is to build community through dynamic art and ideas. We focus on providing artists working in community contexts with stable housing and a supportive work environment to help develop their practices in ways that meaningfully contribute to building a vibrant and engaged community with and for Zócalo residents and the greater Spring Branch neighborhood.

## GOALS & INTENTIONS

Our goal is to strengthen the sense of community at Zócalo through the arts by supporting artists working in community contexts who are interested in reimagining shared spaces in order to stimulate social engagement, creative expression, and collective empowerment. This program seeks to inspire participation and relationship building where art becomes a catalyst for individual and community engagement. The program encourages and supports artists by providing stable housing and a supportive work environment at no cost. In exchange, the artist/artist collective provides creative, participatory arts engagement with and for the community.



MURAL BY ANAT RONEN





# PROGRAM OVERVIEW

## RESIDENCY TERMS

This year ZAIR will offer three residency positions including two six-month and a single one-year residency term starting April 1st, 2021. Exact dates for each term are:

- **Full Year (12 months) --- April 1, 2021 - March 27, 2022**
- **Spring (6 month) --- April 1, 2021 - September 26, 2021**
- **Fall (6 month) --- October 1, 2021 - March 27, 2022**

## PROGRAM OFFERINGS

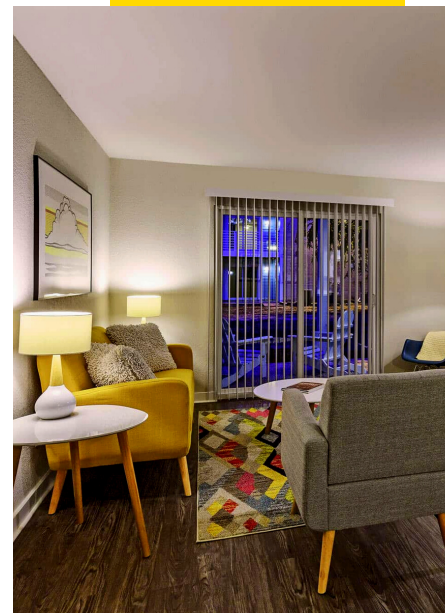
Selected artist residents are awarded:

- Fully-funded housing in a private apartment studio (furnished apartments are available upon request)
- Paid utilities (water, gas, electricity, valet trash service)
- A \$250 unrestricted monthly stipend
- Monthly opportunities for need-based project funding
- Access to community amenities: On-site pool, gym, clubhouse, coffee bar, laundry & mail facilities, free fitness & yoga classes, yoga studio, dog park, & convenient access to public transportation.
- Guidance & professional development support from full-time Program Director.

In addition, part of our mission is to make this residency a valuable growth experience for each artist resident. We envision this happening through optional critiques with local artists & curators and visits to local art spaces in which our team will coordinate based on an artists' needs and interests.

### What is not provided?

- Food
- Materials
- Specialized equipment/ warehouse style studio space
- Personal items
- Transportation
- Moving / Storage Expenses - Upon request, we offer fully furnished apartments to help offset moving expenses
- Renters Insurance (required)
- In-apartment Wifi (Wifi is provided in common areas)





# PROGRAM OVERVIEW

## ELIGIBILITY

Zócalo AiR welcomes emerging to established, U.S. based, visual, multidisciplinary, and interdisciplinary artists & artist-teams who have a strong interest in developing or deepening a community-based creative practice.

### Applicants must:

- Be at least 21 years old or older;
- Be a U.S. based artist or two person artist team;
- Be fully committed and available to live in the provided housing throughout the duration of the residency term.
- Be able to pass a criminal background screening in compliance with Zócalo Apartments housing guidelines;

## HOW TO APPLY

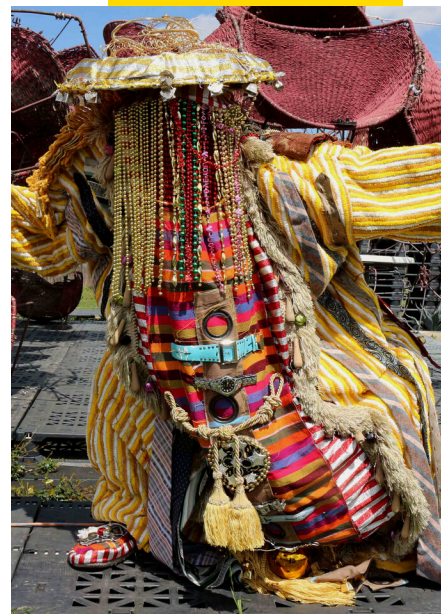
Applicants need to create a free Slideroom account and submit an application online. The application portal will open September 1st, 2020. **Deadline to apply is October 26th, 2020 at midnight.**

Applicants can access the application portal via ZAIR's website, or directly by visiting: [zocaloartistinresidency.slideroom.com/](https://zocaloartistinresidency.slideroom.com/)

Due to COVID-19 and the unprecedented economic impact the pandemic has had on the artistic community, the \$25 application fee has been discounted and is now \$10 to apply. The non-refundable SlideRoom application fee is due at the time of submitting an application which can be paid via credit card or by PayPal.

## REQUIRED MATERIALS

- Contact Information
- Artist Bio
- Artist Statement
- CV/ Resume
- Five personal short answer statements
- 60 Second "About Me" Video answering the question: What Drives You as an Artist?
- Headshot & up to 10 work samples from the past 3 years
- At least two professional references
- Acknowledgement agreements & applicant survey







# PORTFOLIO TIPS

## PORTFOLIO GUIDELINES:

Please upload up to 10 samples of work made within the past three years. Examples include: images (up to 5MB each), video (up to 250MB each), audio (up to 30MB each), PDFs (up to 10MB each), video links, and 3-D models (Sketchfab).

- Images should be no larger than 5MB each,
- Each time-based work sample should be up to five minutes in length or less.
- Text-based media samples should be submitted in .pdf format; approximately one standard page in length, (i.e., one page is the equivalent of one media sample)
- Do not include multiple page .pdfs as one media sample.
- Works-in-progress may be included.
- Multiple images in a single media sample are not recommended and difficult for panelists to review.
- Please add descriptions to samples when applicable: title, date, medium, size, location etc.
- Please upload a recent headshot
- The "About Me" video should answer the question, "What drives you as an artist?" creativity is always encouraged! Maximum 60 seconds.

For SlideRoom account and technical support issues, contact applicant support Email: [support@slideroom.com](mailto:support@slideroom.com)

Support Hours: Monday-Friday 9 am-6 pm EST (8 am-5 pm CST)  
They typically provide responses to emails within 48 business hours.

## INFORMATION Q&A SESSIONS

We will host two online information sessions on the following dates:

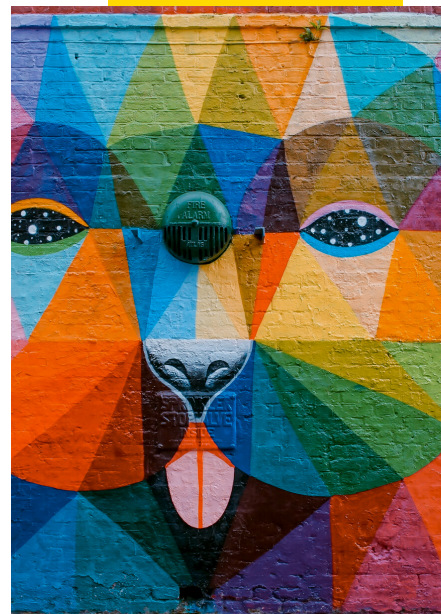
**Session #1: Tuesday, September 15th 6-7pm (cst)**

[Click Here to Register](#)

**Session #2: Thursday, October 8th - 6-7pm (cst)**

[Click Here to Register](#)

These sessions will be hosted on Zoom and recorded for publication on Vimeo & our social media sites for reference in the case you are unable to attend. Registration is required.



# ARTIST EXPECTATIONS

Artists are expected to fully commit to the program by establishing a presence at Zócalo and engaging the public with their work throughout the duration of the residency term. This program is a long-term, immersive, process-based residency that allows for experimentation and flexibility. We advocate for a spirit of freedom and openness in allowing work to adapt and outcomes to change, therefore no specific quotas are in place, however, artists will be expected to develop a project or series of projects designed to engage residents and the surrounding neighborhood throughout the residency term.

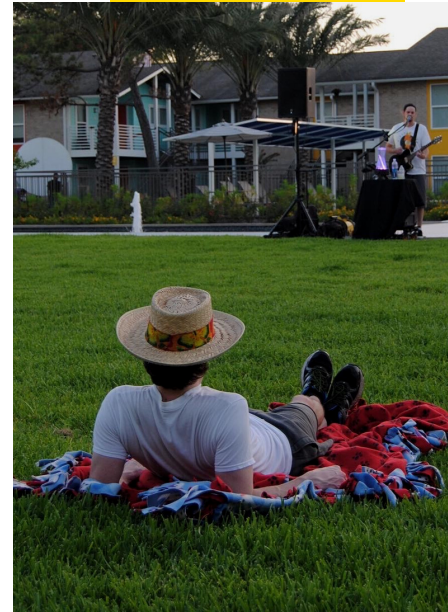
Our expectations can be summarized by the following items:

- Continued presence & engagement for the duration of the residency
- Adherence to the program's code of conduct for the duration of the residency
- Attendance at onboarding orientation & formal ZAIR gatherings
- Maintained communication & collaboration with ZAIR's Program Director & participation in quarterly review meetings.

This residency is about stepping out of a comfort zone into a new context, pushing oneself to explore and experiment, therefore artists are expected to bring a sense of openness, vulnerability, accountability, and energy to this residency. In return, artists can expect to be provided housing in a clean, safe, and comfortable environment in addition to being fully supported, cared for, and treated with the utmost respect by program staff.

**How will I be able to engage with the community? Can I host an open studio, exhibition, artist talk, performance, workshop, or community art event of some kind while in residence at Zócalo?**

**Absolutely!** We are committed to supporting our resident's creative experimentation, professional growth, and public engagement with our community by offering on-site support, free spaces to host events, and free marketing of these events. Our Program Director will work closely with each resident to help evaluate engagement proposals and help artists make their project and event ideas possible & successful.







# SELECTION PROCESS

## PANEL EVALUATIONS:

Once the application period closes, applications are reviewed by the Program Director and a three-person panel made up of local artists, alumni, curators, and arts leaders who will evaluate each application based on a combination of artistic aesthetic, ability to connect with an audience, and critical thinking around relevant issues. The panelist will evaluate each application using the following criteria:

- Originality & Artistic Merit of Previous & Current Work
- Demonstrated Experience & Ability to Engage Community
- Potential for Positive Impact on the Community
- Potential Impact on the Artists' Career

Based on the evaluations, the panel will make recommendations for three artists who best meet the selection criteria. The finalists will be contacted and asked to complete a background screening before final placements are made. Notifications to all applicants will be sent out December 16th, 2020.

## THE IDEAL CANDIDATE

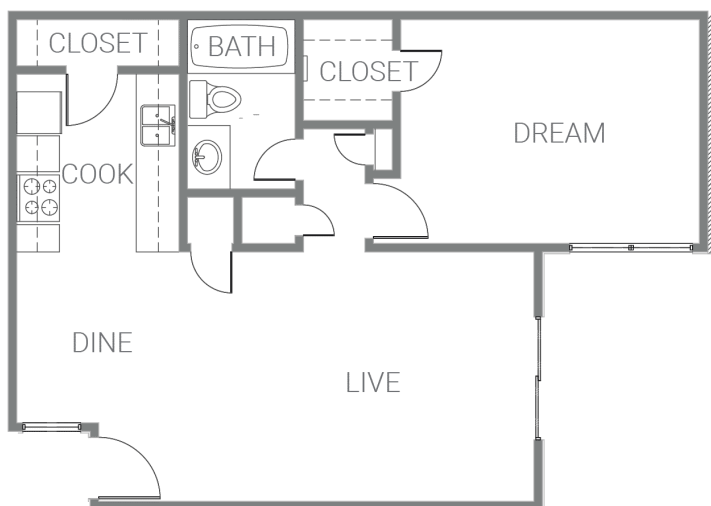
Zócalo Artist Residency Program is best suited for an artist or collective with an established or aspiring community-engaged practice that includes imaginative social encounters that engage, provoke, and foster participation in the arts. The ideal candidates for this program are open minded, multifaceted, progressive artists who are self-directed, motivated, and passionate about creating new work and engaging community throughout that process. They are excited about interacting with the Zócalo and Spring Branch community and working closely with fellow residents and staff.





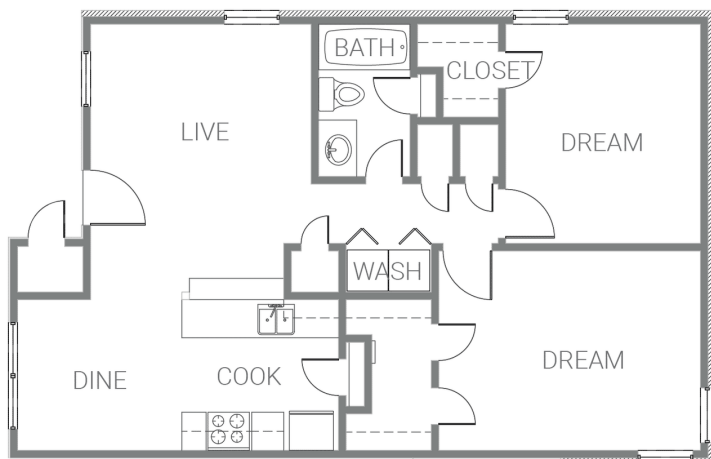
# LIVE HERE, CREATE HERE

Artists awarded the six month residency will reside in a one bedroom/one bathroom apartment with access to an outdoor patio. Occupancy is limited to two persons and one child under 24 months.



**CASA RIVERA**  
**713 SQUARE FEET\***  
**1 BED | 1 BATH**

Artists awarded the one-year residency will reside in a two bedroom/one bathroom apartment. Equipped with a washer and dryer in-unit and outdoor storage closet. Occupancy is limited to four persons plus one child under 24 months.



**VILLA KAHLO**  
**876 SQUARE FEET\***  
**2 BED | 1 BATH**

## HAVE COMPANIONS?

We are pet friendly with a few restrictions. Only two pets per apartment & only dogs, cats, birds, & fish following certain breed restrictions are allowed. ESA and Service Animals do not apply to these restrictions. For a detailed list of prohibited breeds, visit the "Important Information" page at the end of this packet.

We are family & companion friendly! The individuals you choose to live with are not required to be relatives. Any person over the age of 18 who will reside in the provided apartment with you will be required to pass a criminal background screening and must agree to comply with all Community Conduct Guidelines.

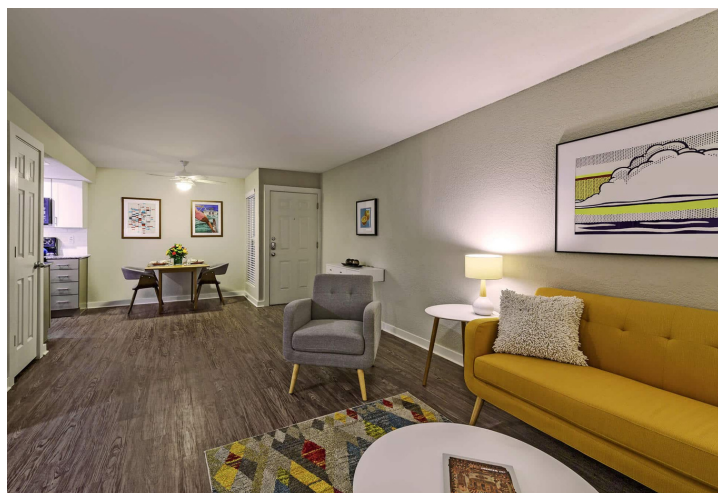
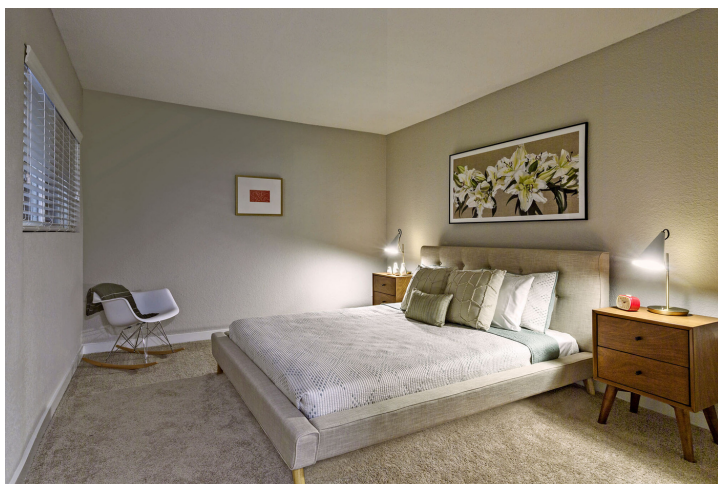
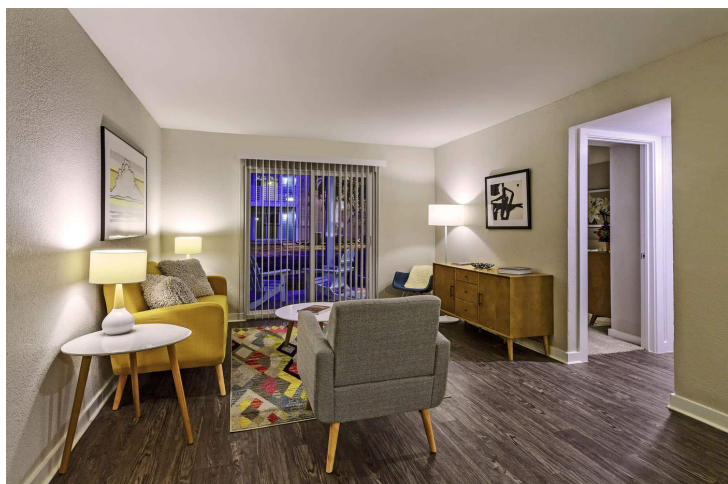




# THE APARTMENTS

Click here  
for more  
images

Artists will be granted a private apartment with the option to have the apartment fully furnished with exact items as shown here to help offset moving expenses. Site visits are welcome and encouraged. To schedule a time to visit Zócalo and speak with our Program Director, please email [zairinfo@zocaloliving.com](mailto:zairinfo@zocaloliving.com) to set up a date.







# ON-SITE AMENITIES

[Click here  
for Full List  
of Amenities](#)

Artists will be granted a private apartment with full access to all community amenities including our on-site pool, gym equipped with treadmills & weight equipment, laundry facilities, package lockers, free group exercise classes, complimentary coffee bar, clubhouse, yoga studio, dog park and more! Pretty sweet, right?



Site visits are welcome and encouraged. To schedule a time to visit Zócalo and speak with our Program Director, please email [zairinfo@zocaloliving.com](mailto:zairinfo@zocaloliving.com) to set up a date.





# ABOUT SPRING BRANCH

## LOCATION

Zócalo Apartments is a 236 unit multifamily apartment community located at 8787 Hammerly Blvd. in the Central Spring Branch area of Houston, a district in west-northwest Harris County. Located about 20 minute drive from downtown, it is almost entirely within the City of Houston. The Spring Branch Management District exercises jurisdiction over the area.

## NEIGHBORHOOD CONTEXT

Spring Branch has a history older than the City of Houston. In 1830, before Allen Brothers founded Houston in 1836, a German immigrant named Karl Kolbe fled Gotha, Germany in search of a new home for his family. Spring Branch began as a religious community settled by German farmers, many of whom owned dairies, sawmills, and farms. Today, many of the street names are named after the early settlers - Gessner, Conrad Sauer, Witte, Wirt, Blalock, Campbell, Hillendahl, Bauer, Fries, and Neuens.

As the area moved towards industrialization, the farmlands developed into subdivisions, schools, and shopping centers. As the population size increased and a more diverse range of housing options became available, a significant demographic shift began in the early '80s, when large numbers of Hispanics, mostly immigrants from Central America, moved into parts of Spring Branch. Today, as you drive along Long Point Road, one of Spring Branch's main arteries, you can see a glimpse of the cultural diversity the area offers with a rich blend of taquerias and noodle houses that are a common site as Spring Branch is home to Houston's largest Koreatown district which brings even more ethnic diversity and vibrancy to the area.

Time has seen Spring Branch evolve from its roots as an early rural Texas settlement of German immigrants who farmed the area, into a postwar middle-class Houston neighborhood, and now into a much more diverse urban environment with a mix of cultural diversity that makes Spring Branch so charmingly "Houston" while retaining remnants from all stages of its history.

We encourage all applicants, in particular applicants from outside of Houston and Texas to research more about Spring Branch to learn more about the complex histories and contemporary realities of Immigrant, Latinx, Hispanic, Chicanx, Mexican Americans, Korean, Vietnamese and other communities of color that are dominant in the Spring Branch area.

## LAND ACKNOWLEDGEMENT

As a community organization based in the Spring Branch area of Houston, we must acknowledge an important part of our land's history that began long before German settlers and the Allen Brothers arrived. For many generations, indigenous communities have lived on and been connected to the land where we are based. Moreover, indigenous people from many nations live and work in this region today.

We believe that truth and acknowledgment of Houston's colonial history is critical to build mutual respect and connection, and we would like to acknowledge that our campus is located on the ancestral lands of the Karankawa, Sana, & Atakapa People. We honor their elders, past and present, as well as future generations, and we encourage you to learn more about Houston's native history [by clicking here](#).



# ABOUT THE COMMUNITY

## ZOCALO RESIDENT DEMOGRAPHICS

### General Demographics:

- Total Number of Apartment Units: 236
- Total Number of Residents: 329
- Single Female, Single Male, Unmarried Couples, and Other Small Family Households
- Age Range: <18-73 years old
- 68% of residents are Millennial aged individuals between the ages of 22 to 37
- 12% of residents are children under the age of 18
- Average Individual Income: \$33,000 | Average Household Income: \$58,000
- Geographic/ Ethnic Origins:
  - Residents are from Spring Branch
  - Non-Houston Native (No Neighborhood Affiliations)
  - Multi-ethnic diversity is reflective of Spring Branch's predominantly Latinx, & multi-cultural population
- Most Common Languages Spoken: English & Spanish
- Most Common Occupations: 1) Self-Employed 2) Professional 3) Construction 4) Education 5) Service Industries

### General Interests:

- Arts & Culture
- Food
- Health & Wellness
- Community & Socializing
- Entrepreneurship

### Current Issues

- COVID-19 Social Isolation
- Unemployment due to COVID-19
- Homeschooling adjustments

## ADDITIONAL RESEARCH LINKS & RESOURCES

- [Spring Branch Management District](#)
- [Statistic Atlas \(Demographic & Statistical Information\)](#)
- [My Spring Branch \(General Information\)](#)
- [Spring Branch Houston Wikipedia \(General Information\)](#)
- [Zócalo Location Map & Neighborhood Guide](#)





# ZOCALO SITE MAP

You may use this map to assist you with your application. Please note this map is not drawn precisely to scale. It is simply intended to generally orient you with the layout of the property. Activations are welcome in any area on the property, including the clubhouse, leasing office, pool area, the main central event lawn, dog park, and any apartment building or courtyard. The possibilities are endless. We do welcome and encourage site visits. To make an appointment, please email [zairinfo@zocaloliving.com](mailto:zairinfo@zocaloliving.com)



# ZÓCALO

EVERYTHING YOU NEED IS HERE.

# MEET THE JUDGES

ZAIR 2021-2022



## ANGEL QUESADA

For the past 25 + years, Angel Quesada has worked to blend his intimate connection to music, visual arts, and martial arts into one cohesive motion. He connects energy, rhythm, color, and line into paintings that explore geometry, spirituality, social commentary, and sense of place. Since his return to his home state of Texas in 2005, he has worked as a visual artist, producer, curator, exhibition designer, musician, arts administrator, digital editor, and ethnographer. For several years now, he has concentrated on large scale murals, creating dozens of commissioned pieces across the city. These murals rely heavily on their geographic and physical placement, utilizing the positioning of the sun throughout the day, the movement of shadows, and the societal context to create figurative as well as literal monuments to those places. Quesada feels strongly that art is an immediate and powerful way to enhance living conditions for all people. It beautifies a community and in so doing, elicits pride and self-identification in that community, celebrating its unique landscape and residents.

## SIXTO WAGAN

Sixto Wagan is the inaugural director for the Center for Art and Social Engagement (CASE) at the University of Houston. Prior to this role, he led the contemporary art center DiverseWorks, serving a multitude of capacities including Artistic Director, Co-Executive Director and Performing Arts Curator. During his tenure, he nurtured artists, communities and emerging arts organizations through commissions and place-based initiatives. Wagan is known for collaborating with performers whose works tackle prescient cultural, social and political issues. He currently serves as the Board President of the MAP Fund. He is a celebrated commissioner and producer of contemporary art works, and has served on the boards of Dance/USA, Dance Source Houston, The M.A.T.C.H. (Midtown Arts and Theater Center Houston), the National Performance Network, The MacDowell Colony and QFest, in addition to previously serving as a Hub Site for the National Dance Project and on the advisory board for the Texan French Alliance for the Arts.



## THERESA ESCOBEDO

Theresa Escobedo is one of Zócalo's current artists-in-residence. Through her current appointment, Escobedo has valuable insight & intimate knowledge about the residency & the cultural context of Zócalo. Theresa Escobedo is a multi-disciplinary artist, curator, and arts administrator from Houston, Texas. She manages the Civic Art program for the City of Houston through the Mayor's Office of Cultural Affairs and has curated, coordinated, and executed public programs and projects designed to activate public spaces and to offer artists the opportunity to impact neighborhood experiences through creative place-making and social inquiry. Her past experience includes diverse curatorial and administrative roles at MECA, Arts District Houston, Manteca HTX, and Main Street Projects.



# IMPORTANT INFORMATION



Rendering of Zocalo's Central Lawn

## CRIMINAL BACKGROUND SCREENING (REQUIRED)

It is required for artist-residents to pass a criminal background screening in compliance with our housing guidelines. An invitation to participate in the program is conditional upon the screening results. The criminal background check will be initiated at the time an offer of conditional admission is extended. The Zócalo Artist Residency Program reserves the right to revoke an offer of admission based upon information received through the criminal background check. An applicant with felony convictions shall typically be ineligible to be admitted. However, all cases will be thoroughly reviewed. Please note that we do conduct criminal background screenings on all persons 18 years of age and older who will reside in the apartment with you following Zócalo Apartments Leasing Guidelines.

## RENTERS INSURANCE (REQUIRED)

Artist-Residents will be required to carry a minimum of \$100,000 Personal Liability Insurance coverage. Plans on the market are available for as low as \$11 per month. To satisfy this requirement, you must provide evidence of insurance coverage at your initial contract signing and maintain this coverage throughout the entire term of your residency. In addition, we require that you add our community as an "Interested Party", "Party of Interest" or similar language.

## PETS BREED RESTRICTIONS

The following breeds or partial breeds are not permitted. Please note that Emotional Support Animals (ESA) and Service Dogs are not considered pets and do not apply to these restrictions: American Pit Bull Terrier, Staffordshire Bull Terrier, American Staffordshire Terrier, Rottweiler, Pit Bull, Akita, Doberman Pinscher, Chow Chow, German Shepherds, Presa Canario, Alaskan Malamute, Bullmastiff, Wolf and Wolf-Hybrid and Anatolian Shepherd. This list should not be considered all-inclusive as some breeds have nicknames and/or variations of their breed. Mixed breeds of those noted above are also not permitted. If a dog's breed is in question, a statement from a licensed veterinarian may be required to identify the dog's breed.

## UTILITIES INCLUDED

The following utilities are included: Water, Gas, Electricity, and Valet Trash Service. Additionally, all pet deposit fees will be waived. Free Wifi is available in various common areas, but in-apartment WiFi services will need to be purchased independently. Residents will also have access to all lifestyle amenities on campus.

## OWNERSHIP

Any site-specific artworks created throughout the duration of the residency that are installed on the property are not owned by Zócalo. Artists reserve the ownership of all works unless donated to or purchased by Zócalo for their permanent collection.

## FALSIFICATION OF INFORMATION

Any falsification of information on the application automatically disqualifies the applicant(s) and will result in the forfeiture of any and all fees submitted during the application process.

## NON-DISCRIMINATION

Zócalo is committed to compliance with all federal, state and local fair housing and non-discrimination laws. No eligible person will be discriminated against because of race, color, age, religion, national origin, sex, familial status, disability, sexual orientation, gender identity, marital status or any other applicable laws protecting specific classes. Zócalo will respond to any reasonable accommodation request based upon the disability-related need and will allow reasonable modification of the existing premises.

# **SOCIAL MEDIA**

## **PLEASE CONNECT WITH US ONLINE**

**CLICK THE LINKS AND GIVE US A FOLLOW / LIKE ON  
OUR SOCIAL MEDIA PAGES FOR REGULAR UPDATES**



[fb.com/zocaloAIR](https://fb.com/zocaloAIR)



[@zocalo\\_air](https://www.instagram.com/zocalo_air)



[@zocalo\\_air](https://www.twitter.com/zocalo_air)



[#ZocaloAIR](https://www.zocaloliving.com/#ZocaloAIR)



<https://artist.zocaloliving.com>



[ZAIRinfo@zocaloliving.com](mailto:ZAIRinfo@zocaloliving.com)

# **ZÓCALO**

**ARTIST-IN-RESIDENCY**

Located on the Beautiful Campus  
of Zócalo Apartments

8787 Hammerly Blvd. Houston, TX 77080



GOOD  
LUCK!

ZÓCALO

ARTIST-IN-RESIDENCY

Located on the Beautiful Campus  
of Zócalo Apartments

8787 Hammerly Blvd. Houston, TX 77080

[zairinfo@zocaloliving.com](mailto:zairinfo@zocaloliving.com)